

**HUDSON COMPREHENSIVE PLAN STEERING COMMITTEE**  
**CITY OF HUDSON, WISCONSIN**

Monday, November 4, 2019 1:00 p.m.  
City Hall Council Chambers, 505 Third Street

**AGENDA**

(Click on agenda items highlighted in blue to access documents related to that item)

1. Call to Order
2. [Discussion and possible action on the October 14, 2019 meeting minutes.](#)
3. New Business
  - A. [Discussion on stakeholder meetings.](#)
  - B. [Community Survey Update.](#)
  - C. [Discussion and possible action on adding a Comprehensive Plan subsection to the City's website.](#)
4. Communications and Items for Future Agendas
  - A. Public Involvement Meeting #1 – Nov 21<sup>st</sup> (6-8pm)
  - B. Discussion about existing conditions
5. Adjournment

Posted in City Hall lobbies and emailed to *Hudson Star Observer* on 11/1/2019

Notice is hereby given that a majority of the City Council may be present at the aforementioned meeting of the Plan Commission to gather information about a subject over which they have decision making responsibility. This constitutes a meeting of the City Council pursuant to State ex rel. Badke v. Greendale Village Bd., 173 Wis. 2d 553, 494 N. W. 2d 408 (1993), and must be noticed as such, although the Council will not take any formal action at this meeting.





REGULAR MEETING OF THE COMPREHENSIVE PLAN  
STEERING COMMITTEE  
CITY OF HUDSON  
Monday, October 14, 2019

The Hudson Comprehensive Plan Steering Committee meeting was called to order by O'Connor at 1:00 p.m.

PRESENT. Rich O'Connor, Jim Webber, Aaron Reeves, Tiffany Weiss, Michael Mroz, and Fred Yoerg.

ABSENT. Michael Johnson.

OTHERS PRESENT. Brea Grace.

Discussion and possible action on September 23, 2019 meeting minutes. Motion by Mroz, seconded by Webber to approve the minutes of the September 23, 2019 Comprehensive Plan Steering Committee. All Ayes (6). Motion Carried.

**UNFINISHED BUSINESS.**

None.

**NEW BUSINESS.**

Discussion and possible action on the community survey. Brea Grace introduced the item and asked for one final round of review from committee members before finalizing the community survey for publication. Webber inquired about the online POLCO survey question #21 in that it seemed you could only choose one of the options when the handwritten community survey asks for people to mark all that apply. Brea stated that she could go in and fix the online survey so that it allows individuals to select multiple options.

O'Connor requested question #3 be amended to include "Event/Convention Center" in the listed options for business development. O'Connor also requested that the mentioning of 'affordable housing' in question #5 be removed as it is too vague of a description for housing types and holds different meanings to different people.

For question #7, Mroz proposed doing a POLCO question on need/monies/reflection on taxes for transportation.

Webber requested that the inclusion of waterpark/splash pad be added into question #8 somehow. O'Connor clarified that it could possibly be done through all-encompassing questions, such as: "What would you like to see added to the parks?" as well as "Do you use the parks? If so, what do you like about them? If you don't use the parks, why not?"

O'Connor also added that he would like another open-ended question added after #11, stating something along the lines of: "Do you want our geographic boundaries to expand? If so, where and what should go there?"

Webber requested that income levels be included in the demographics questions toward the end of the survey, with an option to respond with "no answer".

No motion was made.



REGULAR MEETING OF THE COMPREHENSIVE PLAN  
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Discussion on outreach strategies. Brea Grace explained the listed outreach strategies. Discussion was held regarding the specific outreach strategies. Advertising at community events sparked discussion around setting up a table at the Hot Air Affair event or at basketball games. It was noted that the committee needs to coordinate with IT to publish links to the POLCO and Community Surveys. The library will also need to be contacted regarding permission to have people fill out surveys. The first press release would need to be reviewed by staff prior to publishing.

O'Connor mentioned that utilizing the banner signs throughout the city would be a good way to advertise about the comprehensive plan and associated events.

Mroz noted that both the Library and the Police Department have their own separate Facebook and Twitter accounts outside of the City's that could be utilized for public outreach efforts too.

Discussion on Public Involvement Workshop #1. Grace noted that a few possible venues for hosting the Public Involvement Meeting were provided. However, it was noted that the Library and the City Hall Council Chambers may be too small of venues to host such an event. It was recommended by Weiss that the meeting be held possibly in one of the local school gymnasiums. Weiss stated that she would contact the school about reserving gym space for the first public involvement workshop.

Grace noted that the meeting would be proposed for some time mid-to-late November either midday (11:30am-1:30pm) or in the evening (5:30pm-7:30pm). Steering Committee members mentioned that 6:00pm would be a more doable time for residents as many of them have to commute over from the Twin Cities from their jobs anyway.

It was mentioned in discussion that Plan Commission and Common Council members should be invited to come to the meeting and to invite their neighborhood residents too.

#### **COMMUNICATIONS AND ITEMS FOR FUTURE AGENDAS.**

Next meeting date is scheduled for Monday, November 4, 2019 at 1:00 p.m.

#### **ADJOURNMENT.**

Motion by Mroz, seconded by Yoerg to adjourn at 2:10 p.m. All Ayes (6). Motion Carried.

Respectfully submitted,  
Tiffany Weiss, Acting Secretary



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**TO:** Hudson Comprehensive Plan Steering Committee

**FROM:** Community Development

**DATE:** November 4, 2019

**SUBJECT:** Discussion on Stakeholder Meetings.

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**BACKGROUND:**

Community Development Director, Michael Johnson, has received some inquiries from city residents on the potential for stakeholder meetings. Such meetings could be held with the following groups of people:

- Common Council members
- Plan Commission members
- Hudson Chamber of Commerce
- School District
- Neighborhood Associations

The meetings could also be spread out based upon the different regions of the City such as the different Planning Districts. The following Planning Districts were established during the 2009 Comprehensive Plan Update:

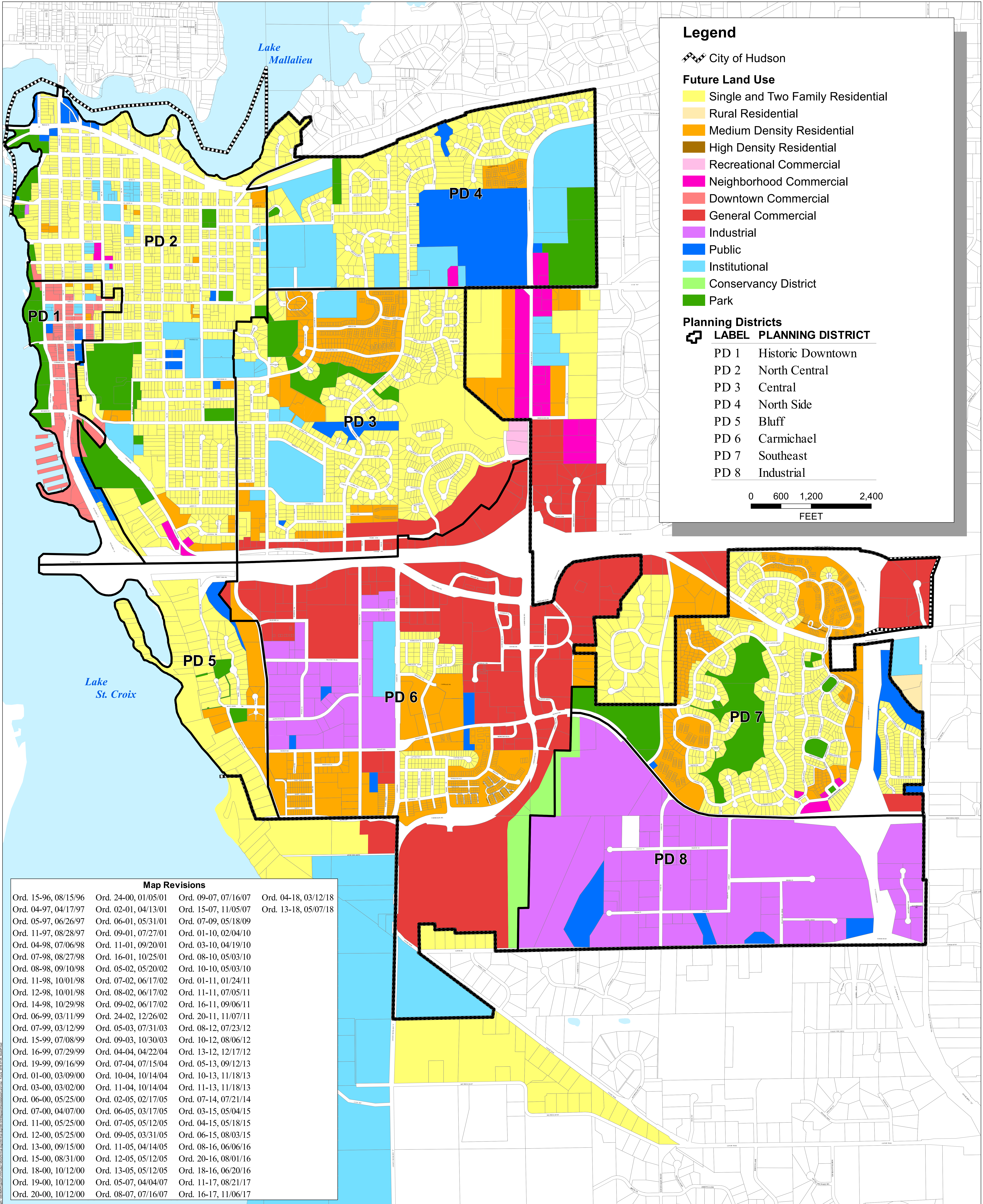
- PD1: Historic Downtown
- PD2: North Central
- PD3: Central
- PD4: North Side
- PD5: Bluff
- PD6: Carmichael
- PD7: Southeast
- PD8: Industrial

**ATTACHED:**

Future Land Use Map – 2009 Comprehensive Plan

Prepared by: Tiffany Weiss, Associate City Planner  
Through: Mike Johnson, AICP, Community Development Director






**Legend**

 City of Hudson

**Future Land Use**

- Single and Two Family Residential
- Rural Residential
- Medium Density Residential
- High Density Residential
- Recreational Commercial
- Neighborhood Commercial
- Downtown Commercial
- General Commercial
- Industrial
- Public
- Institutional
- Conservancy District
- Park

**Planning Districts**

	LABEL	PLANNING DISTRICT
	PD 1	Historic Downtown
	PD 2	North Central
	PD 3	Central
	PD 4	North Side
	PD 5	Bluff
	PD 6	Carmichael
	PD 7	Southeast
	PD 8	Industrial

0 600 1,200 2,400  
FEET

**Map Revisions**

Ord. 15-96, 08/15/96	Ord. 24-00, 01/05/01	Ord. 09-07, 07/16/07	Ord. 04-18, 03/12/18
Ord. 04-97, 04/17/97	Ord. 02-01, 04/13/01	Ord. 15-07, 11/05/07	Ord. 13-18, 05/07/18
Ord. 05-97, 06/26/97	Ord. 06-01, 05/31/01	Ord. 07-09, 05/18/09	
Ord. 11-97, 08/28/97	Ord. 09-01, 07/27/01	Ord. 01-10, 02/04/10	
Ord. 04-98, 07/06/98	Ord. 11-01, 09/20/01	Ord. 03-10, 04/19/10	
Ord. 07-98, 08/27/98	Ord. 16-01, 10/25/01	Ord. 08-10, 05/03/10	
Ord. 08-98, 09/10/98	Ord. 05-02, 05/20/02	Ord. 10-10, 05/03/10	
Ord. 11-98, 10/01/98	Ord. 07-02, 06/17/02	Ord. 01-11, 01/24/11	
Ord. 12-98, 10/01/98	Ord. 08-02, 06/17/02	Ord. 11-11, 07/05/11	
Ord. 14-98, 10/29/98	Ord. 09-02, 06/17/02	Ord. 16-11, 09/06/11	
Ord. 06-99, 03/11/99	Ord. 24-02, 12/26/02	Ord. 20-11, 11/07/11	
Ord. 07-99, 03/12/99	Ord. 05-03, 07/31/03	Ord. 08-12, 07/23/12	
Ord. 15-99, 07/08/99	Ord. 09-03, 10/30/03	Ord. 10-12, 08/06/12	
Ord. 16-99, 07/29/99	Ord. 04-04, 04/22/04	Ord. 13-12, 12/17/12	
Ord. 19-99, 09/16/99	Ord. 07-04, 07/15/04	Ord. 05-13, 09/12/13	
Ord. 01-00, 03/09/00	Ord. 10-04, 10/14/04	Ord. 10-13, 11/18/13	
Ord. 03-00, 03/02/00	Ord. 11-04, 10/14/04	Ord. 11-13, 11/18/13	
Ord. 06-00, 05/25/00	Ord. 02-05, 02/17/05	Ord. 07-14, 07/21/14	
Ord. 07-00, 04/07/00	Ord. 06-05, 03/17/05	Ord. 03-15, 05/04/15	
Ord. 11-00, 05/25/00	Ord. 07-05, 05/12/05	Ord. 04-15, 05/18/15	
Ord. 12-00, 05/25/00	Ord. 09-05, 03/31/05	Ord. 06-15, 08/03/15	
Ord. 13-00, 09/15/00	Ord. 11-05, 04/14/05	Ord. 08-16, 06/06/16	
Ord. 15-00, 08/31/00	Ord. 12-05, 05/12/05	Ord. 20-16, 08/01/16	
Ord. 18-00, 10/12/00	Ord. 13-05, 05/12/05	Ord. 18-16, 06/20/16	
Ord. 19-00, 10/12/00	Ord. 05-07, 04/04/07	Ord. 11-17, 08/21/17	
Ord. 20-00, 10/12/00	Ord. 08-07, 07/16/07	Ord. 16-17, 11/06/17	





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**TO:** Hudson Comprehensive Plan Steering Committee  
**FROM:** Community Development  
**DATE:** November 4, 2019  
**SUBJECT:** Community Survey Update.

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**BACKGROUND:**

Brea Grace from SEH will provide the committee an update on the Community Survey.

**ATTACHED:**

Comprehensive Plan Community Survey – Final Draft

Prepared by: Tiffany Weiss, Associate City Planner  
Through: Mike Johnson, AICP, Community Development Director





# City of Hudson, WI

## Community Survey

### for Comprehensive Plan Update



City of Hudson  
**Comprehensive  
Plan**

The City of Hudson has started the process of updating its Comprehensive Plan. The purpose of the Comprehensive Plan is to identify issues, opportunities, needs and organize public policy to address them in a manner that makes the best and most appropriate use of City resources.

The City of Hudson is requesting public input as we begin this Plan update. The Plan will be based on input gathered from the community. Each individual may take the survey once. We encourage each person in a household to complete the survey - adults and children. Please share your opinion with us!

All questions are required except for the optional comment areas near the bottom, so please make sure you have filled everything out before submitting. Thank you for your time and investment in our community!

*The City of Hudson values our residents' privacy and confidentiality. Any personal information acquired shall only be used for survey purposes and will not be shared publicly.*

#### 1. Please rate the quality of the following in Hudson:

	Excellent	Very Good	Good	Fair	Poor	Unsure
Friendly Community						
Community Atmosphere						
Schools						
City Government						
Safe Community / Feeling of Security						
Activities for Youth						
Child Care Facilities						
Community Events						
Internet Service						
Medical Facilities						
Housing Options						
Opportunities for Quality Jobs						
Parks & Open Space						
Water Resources Quality						
Air Quality						
Overall Quality of Life in Hudson						

#### 2. How important is it for the City of Hudson to promote the following in the next 20 years?

	Extremely Important	Very Important	Somewhat Important	Not Very Important	Not At All Important	Unsure
Maintaining Community Atmosphere						
Maintaining a Good School System						
Maintaining a Safe Community / Security						
Promoting Public Health & an Active Community						
Promoting Youth Activities						
Supporting Existing Businesses						
Encouraging New Employment Opportunities						
Expanding Shopping Options						
Improving Senior Citizen Services						
Enforcing Municipal Codes & Development Standards						
Maintaining and Improving Local Roads						
Encouraging Sustainable Development						
Protecting Natural Areas						
Protecting Water Resources						



3. What type of business development should Hudson encourage in the next 20 years?

	Need More Of	Keep at Existing Level	Need Fewer Of	Unsure
Offices / Business Parks				
Retail / Shopping				
Neighborhood Services / Businesses				
Restaurants				
Hotels / Motels				
Event / Convention Center				
Entertainment / Attractions				
Tourism Industry				
Industry / Manufacturing				

4. Are there other types of business development Hudson should encourage in the next 20 years? If so please describe the type and identify where it should be located.

5. To what extent do you agree or disagree with each of the following statements about housing development in Hudson?

	Agree	Neutral	Disagree
There is an adequate supply of well-built and well maintained quality housing			
More single family homes are needed			
More two family homes are needed			
More multi-family homes are needed			
More condominiums are needed			
More senior living options (independent and/or assisted living) are needed			
More rental housing is needed			

6. Please identify the location of where new and/or updated housing development should occur.

7. Please indicate to what extent you agree with each of the following statements:

	Agree	Neutral	Disagree
There is an effective level of cooperation between Hudson and its neighboring communities			
There is an adequate supply of living wage jobs			
Streets in Hudson are generally well maintained			
There is a good support system in place for entrepreneurs and new businesses			
More bike facilities (bike parking, bike lanes, etc.) are needed within the City			
Hudson is a welcoming and attractive place for visitors			
City services are effectively provided			

8. How often do you utilize City of Hudson parks?

	Check One
Never	
Once per year	
2-4 times per year	
2-3 times per month	
2-3 times per week	
4-6 times per week	
Daily	

9. If you use City of Hudson parks, what do you like best about them?

10. If you don't use City of Hudson parks, why not?



11. What would you like to see added to / changed with City of Hudson parks?

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12. Please indicate if you agree or disagree with the following statements about Hudson's parks and trails:

	Agree	Neutral	Disagree
Parks within the City meet my and or my family's routine recreational needs			
Our parks are well maintained			
The existing trail system is adequate			
The off-street trail system should be improved / extended			
The existing sidewalk system is adequate			

13. Please indicate whether you agree or disagree with the following statements:

	Agree	Neutral	Disagree
My neighborhood reflects pride of ownership and investment			
My neighborhood is attractive			
Transportation to/from and around my neighborhood is adequate			
I know many of my neighbors			

14. If you could change one thing in the City of Hudson, what would it be and why?

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15. What is the one thing about Hudson that should not change and why?

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**Information About You:** We ask for this information so that we can better understand responses. Your personal information will be kept confidential and your responses will not be reported individually. The data is used only for statistical purposes.

16. In what municipality do you reside?

	Check One
City of Hudson	
Village of North Hudson	
Town of Hudson	
Town of Troy	
Town of St. Joseph	
Other (Please Specify) _____	

17. Please check all that apply:

	Check All That Apply
Live in Hudson	
Work in Hudson	
Own a business in Hudson	
Have child(ren) in / attend Hudson School District	
Volunteer for the City	





<b>18. How long have you lived in Hudson?</b>	
	Check One
Less than 1 year	
1-5 years	
6-10 years	
11-20 years	
21-40 years	
41+ years	
I don't live in Hudson	
<b>20. Your home: Do you?</b>	
	Check One
Own	
Rent	
<b>22. Employment Situation: Which best applies to you?</b>	
	Check One
Full-Time	
Part-Time	
Unemployed	
Retired	
Homemaker	
Student	
<b>24. What is your gender?</b>	
	Check One
Male	
Female	
Other (Write In) _____	
<b>26. What category best describes you?</b>	
Please check all that apply:	
White	
Hispanic, Latino or Spanish origin	
Black or African American	
Asian	
American Indian or Alaska Native	
Middle Eastern or North African	
Native Hawaiian or Other Pacific Islander	
Some other race, ethnicity, or origin	
Please provide us with your name and address. Your information will not be distributed for external purposes and will be kept confidential.	
Name:	
Address:	
Email Address:	

<b>19. Housing: Which type best applies to you?</b>			
		Check One	
Detached Single Family Home			
Duplex / Two Family Home			
Apartment Complex			
Condominium			
Mobile Home			
Senior Housing			
<b>21. Level of Education: Which best applies to you?</b>			
		Check One	
Less than High School			
High School Graduate			
Some College, No Degree			
Associate's Degree			
Bachelor's Degree			
Graduate / Professional Degree			
<b>23. What age range are you in?</b>			
Check One		Check One	
Under 18		45-54	
18-24		55-64	
25-34		65-74	
35-44		75+	
<b>25. What is your household income range?</b>			
		Check One	
Less than \$20,000			
\$20,000 to \$34,999			
\$35,000 to \$49,999			
\$50,000 to \$74,999			
\$75,000 to \$99,999			
\$100,000 to \$149,999			
\$150,000 to \$199,999			
Over \$200,000			
<b>27. How would you like to participate in this process?</b>			
Please check all that apply:			
Public meetings held in the evening			
Public meetings held in the afternoon			
Public meetings held over the lunch hour			
Public meetings held in the morning			
Online questionnaires			
Email notifications			
Newspaper articles			
Visiting the project website			
<b>28. Would you like to receive additional information from the City of Hudson by email?</b>			
Yes		No	

**29. Is there anything else you would like to share with us?**

--

Thank you for taking the time to complete our survey. Your response is very important to us.  
**Please return your completed survey to the front desk of Hudson City Hall, 505 3rd Street, Hudson, WI 54016.**





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**TO:** Hudson Comprehensive Plan Steering Committee

**FROM:** Community Development

**DATE:** November 4, 2019

**SUBJECT:** Discussion and possible action on adding a Comprehensive Plan subsection to the City's website.

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**BACKGROUND:**

Tiffany Weiss, Associate City Planner, is proposing to work with the City's IT department in creating a subpage within the City's website dedicated to the Comprehensive Plan.

The subpage would be located under:

*Home ---> Departments ---> Community Development ---> Planning*

The subpage would include FAQs, a link to the project website, and a link to the previous Comprehensive Plan (2009).

**STAFF RECOMMENDATION:**

Recommends approval of the request to create a subpage within the Community Development Department's page dedicated to the Comprehensive Plan.

**ACTION REQUESTED:**

Approve the request to create a subpage within the Community Development Department's page dedicated to the Comprehensive Plan.

**ATTACHED:**

Webpage Outline

Prepared by: Tiffany Weiss, Associate City Planner  
Through: Mike Johnson, AICP, Community Development Director

# Comprehensive Plan Update 2019/2020

The City of Hudson is currently undergoing an update of its Comprehensive Plan! This plan will serve as a long-term vision for the community that will guide future planning decisions such as zoning, redevelopment, transportation, infrastructure and public parks and facility improvements.

[Project Website](#) – Stay in-the-know by continually checking this web page for project details, meeting dates and notices, maps, and other information!

## Frequently Asked Questions

**What is a comprehensive plan?** A comprehensive plan is a community-wide guide to the physical, social, and economic development of a local government unit.

Comprehensive plans use public input from community members (residents and business-owners alike) to guide how the city should continue to grow in the future.

Comprehensive plans in Wisconsin are required to contain the following chapters:

- *Issues and Opportunities*
- *Housing*
- *Transportation*
- *Utilities and Community Facilities*
- *Agricultural, Natural, and Cultural resources*
- *Economic Development*
- *Intergovernmental Cooperation*
- *Land use*
- *Implementation*

**Why does an update to the comprehensive plan need to happen?** [Wisconsin Statute 66.1001\(2\)\(i\)](#) states that comprehensive plans must be updated no less than once every ten (10) years. The primary reason behind continually updating the comprehensive plan is because the plan must always meet the community's needs and must also be a good representation of the community's values and ideas.

**When was the last time the comprehensive plan was updated?** The comprehensive plan was last updated in 2009, exactly ten years ago.

**What happens now?** The comprehensive plan process will entail three (3) phases:



- *Phase 1:* Information gathering period
- *Phase 2:* Drafting of plan chapters
- *Phase 3:* Finalizing the comprehensive plan for Council approval

In the information gathering period, city staff will ask community members to attend and participate in a variety of activities. There will be three (3) public involvement meetings where community members can speak in person with staff about their personal “visions” and “goals” for the City of Hudson’s future.

After information is compiled from public comments and past/current plans, consulting and city staff will begin drafting chapters of the plan. While these chapters are drafted, they will be brought forward to the Steering Committee for further review.

After each chapter has been carefully reviewed, the completed comprehensive plan will be brought forward to the Plan Commission and Common Council for final approval.

**How do I get involved in the process?** There are many ways you can get involved! You can:

- *Attend the workshops.* There will be three public involvement workshop meetings for community members to participate in hands-on activities where you tell staff where you imagine the city will be in 20 years.
- *Take a survey.* There are two types that we are offering. Online and handwritten. The online survey is run through POLCO. The written survey will be mailed out to individuals via water utility bills, but it is also available at multiple front desk locations including City Hall and the Library.
- *Stay tuned.* River Channel News will be broadcasting and recording our 3 hosted Public Involvement Workshops, so if you are unable to make it to one or several, you will be able to go back and review what was discussed!
- *Follow our meetings.* The Comprehensive Plan Steering Committee meets once a month to discuss community feedback as well as drafts of comprehensive plan chapters. You can find agendas and meeting minutes in the City’s Agenda Center [here](#) under “Hudson Comprehensive Plan Steering Committee”.
- *Check out the project website.* The [project website](#) can serve as your all-inclusive guide to everything happening with the comprehensive plan. Here you will find meeting dates and notices, maps, and much more.

[Previous Comprehensive Plan](#)